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ABSTRACT

The second annual progress report of the Massachusetts Occupational Information System (MOIS) describes the activities and strategies of the MOIS in 1977. The report is divided into seven sections. The Administrative and Organizational Information section considers the highlights of the year, contains a chart illustrating the growth of the system, describes the board of directors, and contains the in-service training schedule for MOIS. Section 2, Information Development, lists the project's emphases for the year, describes its occupational information activities, and the results of its study of emerging industries. This section also describes the MOIS files for training programs, school information, and financial aid. Section 3, Delivery System, concentrates on the way in which MOIS disseminates information, focusing on computer centers, communication links, and user terminals. Section 4, User Services, is discussed in terms of objectives, end product, price, delivery, promotion and marketing (corporate identity, advertising, newsletter, trade shows, etc.), and publicity (audio/visual and print media). In section 5, Evaluation activities are explained in terms of data tables and a brief description of methodology. The final quarterly financial information report is included, along with a discussion of future plans. Appended are school topic codes, computer centers and multiplexer locations, an evaluation survey, and a user survey. (CT)

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'77 MOIS

ANNUAL PROGRESS REPORT

December 31, 1976 - December 31, 1977

Second Year of Operation

Prepared by
Thomas A. Welch, J.D.
Executive Director

BEST COPY AVAILABLE

January 1978

U.S. DEPARTMENT OF HEALTH, EDUCATION & WELFARE
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The second annual progress report of the Massachusetts Occupational Information System (MOIS) is a descriptive document delineating the activities and strategies during the second grant period of 31 December 1976 through 31 December 1977. Included in this report is information on the Administrative and Organizational structure of MOIS; the function of Information Development; Delivery Systems; User Services, including objectives, promotion and marketing; Evaluation; Financial; and delineation of MOIS future plans.

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Employment
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Information Systems
Job analysis
Job description
Labor
Manpower
Manpower requirements
Questionnaires
Salary surveys
Schools
Skilled workers
Specialized training
Students
Supply (economics)
Systems analysis
Technical schools
Unskilled workers
Vocational Guidance

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Preface

The second annual progress report of the Massachusetts Occupational Information System (MOIS) is a descriptive document delineating the activities and strategies utilized during the grant period of 31 December 1976 theough 31 December 1977.

The grant for the development of MOIS was received in Massachusetts by the Executive Office of Manpower Affairs of the Commonwealth of Massachusetts from the National Occupational Information Service, Education and Training Administration, U. S. Department of Labor. In December 1975, the Massachusetts Occupational Information System, Inc. was formed as a non-profit corporation by the founding members: Howard N. Smith, Secretary of Manpower Affairs; John D. Crosier, Director of the Division of Employment Security; and Dr. Gregory R. Anrig, Commissioner of Education.

The staff, having been fully assembled by April 1976, continued throughout the second grant year to carry out the scope of work outlined in the initial MOIS grant proposal.

The report which follows is divided into seven sections; (1) Administrative and Organizational Information, (2) Information Development, (3) Delivery Systems, (4) User Services, (5) Evaluation, (6) Financial, and (7) Future Plans.

It goes almost without saying that MOIS could not have progressed as well as it has without the help of many people. First should be ascknowledged the valuable contribution of certain members of our Board of Directors including: at year's start, John D. Crosier, Director, Division of Employment Security; Dr. Gregory R. Anrig, Commissioner of Education; B. J. Rudman, Assistant Secretary of Manpower Affairs; Al Hamilton, President,

Local 201, IUE-AFL-CIO-CLC; Ralph Gioiosa, Director of Occupational Education, Arlington High School, who was directly instrumental in establishing and setting on course the MOIS User Group Council; John Hodgman, currently Director, Division of Employment Security and at year's start Director of Personnel, New England Group of Coopers and Lybrand and Professor Willie Smith, Coordinator, Department of Cooperative Education, Northeastern University. In addition, the activities on behalf of MOIS by Howard N. Smith, Secretary of Economic Development and Manpower Affairs were greatly appreciated.

Also of particular assistance as regards CETA exposure through the auspices of the State Manpower Services Council were William Harkins, Director of Research and Project Development, Department of Manpower Development; and Ralph Jordan, Executive Director, State Manpower Services Council, and for assistance with Adult Education Programs Anthony Cipriano, Director, Bureau of Post-secondary Occupational Education, Department of Education and Charles Brovelli, also of the Department of Education. William Shaevel, Esq., provided insights into the workings of continuing the System as a business.

Last, and certainly not least, MOIS would like to recognize the assistance given by members of the Division of Career Information Services, including Gerard C. Smith, Director; Norma Ausmus, Supervisor, Technical Assistance Staff; Joseph Bishop, Technical Staff; Maurice Birch, Project Coordinator; Catherine McKenzie, Financial Coordinator and Irving Phillips, Technical Staff.

This report reflects the contribution of the total MOIS staff. The success and benefits of the program are the result of a team effort to acheive set goals under an operational philosophy of management by objective. The second year, a successful one, is a prelude to the work which remains to be done, and which will be accomplished as MOIS grows and matures.

Thomas A. Welch, J.D.

NOTE

The material in this project was prepared under Grant No. 99-6-218-08-8 from the Employment and Training Administration, U. S. Department of Labor, under the authority of Ttile III of the Comprehensive Employment and Training Act of 1973. Grantees undertaking projects under Government sponsorship are encouraged to express freely their professional judgment. Therefore, points of view or opinions stated in this document do not necessarily represent the official position or policy of the Department of Labor.

Section I

Administrative and Organizational Information

I. Administrative and Organizational Information

A. Overview

To best obtain a sense of the growth and development of MOIS, it is necessary to consider briefly the highpoints of each quarter of the year:

First Quarter:

MOIS had thirty users under contract, with proposals submitted for more; the first computer was 90% operational, and was being debugged; MOIS completed linkages with several SMSA's, including Lowell, Lawrence, Haverhill, Worcester, Brockton and Fitchburg;as a new System feature, FINSEARCH underwent initial demonstration and pilot testing by users.

Second Quarter:

MOIS had sixty users by the end of the quarter, including thirteen sites with the State Manpower Services Council and ten with the City of Boston; the first computer, located in Boston, was brought fully on-line, and plans were laid for future development; the User Group Council was elected and their first meeting was held with plans for the next academic year; new occupations in the solar energy field were added to the System; communications linkages with Springfield, Holyoke and Pittsfield were completed, thereby giving MOIS statewide coverage, geographically.

Third Quarter:

MOIS published the booklet "Occupational Impact of Solar Energy: An Emerging Industry in Massachusetts"; the second computer (in Worcester) and the third computer (in Brockton) were fully operational, serving users in the western and southern parts of the Commonwealth; the number of users increased to 78.

2.

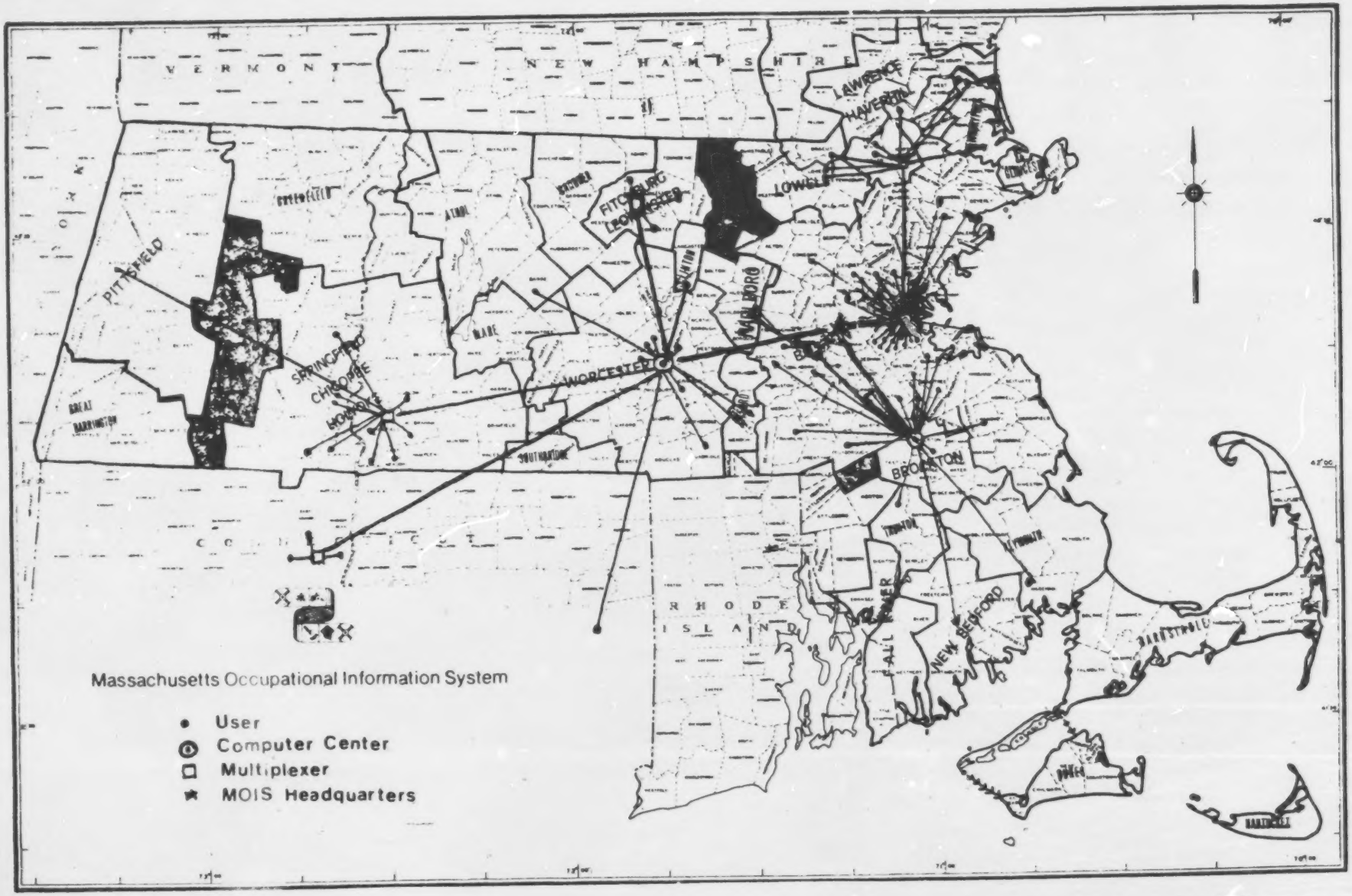
A computerized program to calculate eligibility and amount of award for the Basic Educational Opportunity Grant (BEOG) was developed and field-tested; localization information on employment, earnings and occupational outlook for the SMSA's was completed; an intensive effort to fill in existing and to create new listings for the School file was undertaken.

Fourth Quarter

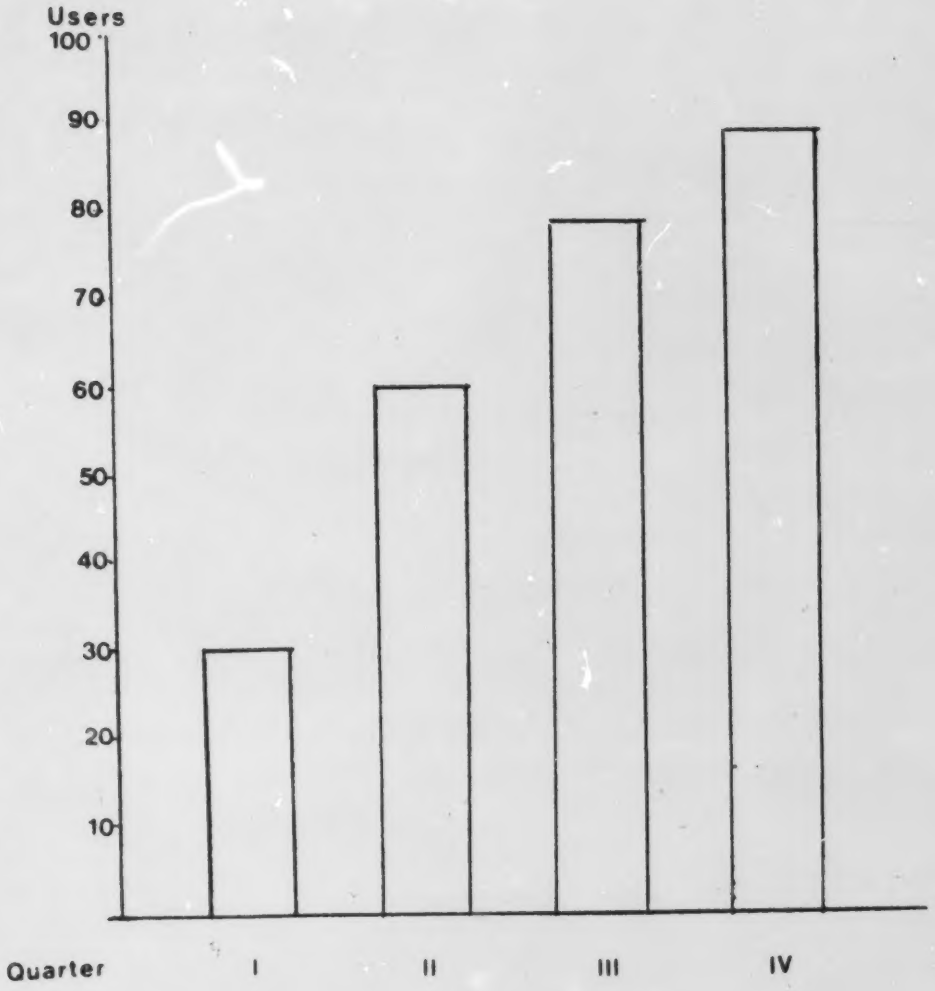
The number of MOIS users rose to 88; early plans were made to expand the computer network to serve users in the central-western and northern sections of the Commonwealth; MOIS introduced service to contiguous areas in Connecticut, in the Hartford area; the Board approved and initiated the MOIS Tuition Reimbursement Program; the Information Development staff began working on data projections for 1978; the new User Guide was completed and distributed to all users; User Services initiated a series of seminars and workshops to be held at the six Regional Educational Centers in the Commonwealth.

On the following pages are a series of charts which show in a graphic way the growth of the System.

In the course of the year, the MOIS communications system expanded to include multiplexers in North Andover, Springfield, and Fitchburg in Massachusetts, and East Hartford in Connecticut.


VERMONT
NEW HAMPSHIRE
LAWRENCE
HAVERHILL
LOWELL
PITTSFIELD
SPRINGFIELD
CHICOPEE
HOLYOKE
WORCESTER
FITCHBURG
LEOMINSTER
MARLBORO
BROCKTON
TAUNTON
FALL RIVER
NEW BEDFORD
RHODE ISLAND
Massachusetts Occupational Information System
User
Computer Center
Multiplexer
MOIS Headquarters

System Growth 1977



B. MOIS Board of Directors

Members of the MOIS Board of Directors are elected by ballot through a majority vote of the Board membership. The Board consists of no fewer than seven members, and may be expanded upon action by the incumbent members. The Board has complete authority to establish, modify, or rescind the policies of MOIS.

The following persons serve on the Board of Directors:
John Hodgman, Director, Division of Employment Security
Dr. Gregory R. Anrig, Commissioner of Education
B. J. Rudman, Assistant Secretary of Manpower Affairs
Professor Willie Smith, Coordinator, Department of Cooperative Education, Northeastern University
Ralph Gioiosa, Director of Occupational Education, Arlington High School
Al Hamilton, President, Local 201, IUE-AFL-CIO-CLC (Lynn)
Dr. Thomas A. Welch, President MOIS (Ex Officio)

At the start of the year, John D. Crosier, then Director, Division of Employment Security, served on the Board as did Mr. Hodgman, then Director of Personnel, New England Group of Coopers and Lybrand. Replacements for a Board Member representative of the private sector was being sought at year's end.

The meetings of the Board of Directors were held on April 4, 1977; June 27, 1977; October 18, 1977; and December 12, 1977.

C. MOIS Staff

MOIS staff descriptions are listed below, not necessarily in order of seniority:

Executive Director	Thomas A. Welch holds a Doctorate in Jurisprudence, a Master's Degree in Business Administration and a Bachelors in Economics. His experience includes the development of computer based information systems, career counseling and marketing of computer services.
Manager of Information Development	Robert J. Perrello holds an M.A. in Educational Research and Curriculum Development. His experience includes the Supervision of a Computerized Career Information System (CVIS) for the State of Rhode Island. Additional posts held have included teaching, counseling and educational research and development of labor market information. (Note: Robert J. Perrello has been appointed as Affirmative Action Officer of MOIS)

Manager of User Services	John F. Lanigan holds a Masters in Business Administration and a B. S. in English. His experience includes the marketing of computers, Time-Sharing Services and Information Systems. He also has a background in career counseling and personnel consulting services.
Operations Manager	John J. Ronayne holds Bachelors and Masters degrees in Electrical Engineering. He has several years experience with on-line computer systems.
Evaluation Specialist	Jan M. Dyroff holds a Doctorate in English. His experience includes college teaching, writing and public relations. He has had published several books and articles.
Manager of Financial Affairs	Joseph W. Janeliunas is a graduate of the Bentley School of Finance and Accounting. His experience includes services as Office Manager with the Dairy Transport Company; Accountant with General Wholesale Supply; and Office Manager with Trancoa Chemical.

10.

Information Development Specialist	John Buckley holds an M.S. in English from Boston College and a B.S. in English from the University of Massachusetts. His experience includes writing and an exposure to computerized information systems.
Information Development Specialist	William D. Thomas holds an M.S. in Education. His experience includes college teaching, community college administration, the Directorship of "Special Needs" for the Massachusetts State Department of Education and development of labor market information.
Information Development Specialist	Ann Kandis holds a B.S. from Babson College in Business Administration. Her background includes Curriculum Development and Systems Analysis.
User Services Specialist (Lowell- Lawrence Region)	Deborah Allen holds a B.S. in Education from North Texas State University. Her experience includes teaching and recently held the position of Admissions Counselor at Lesley College. She will initially be responsible for the Lowell-Lawrence SMSA.

User Services Specialist (Worcester Region)

Anthony Amico holds a B. A. in Sociology from Duquesne University and an M.A. in Counseling Psychology from Assumption College. His experience includes the Coordination of Student Activities at Bently College and the Acting Director of Career Planning and Placement at Framingham State College. He will initially be responsible for the Worcester SMSA.

User Services Specialist (Greater Boston Region)

Paula A. Davison holds a Bachelors in Education. Her experience includes teaching on the elementary level, Head Start Policy Council and curriculum development.

User Services Specialist (Springfield Region)

John Petell holds a B. S. in Physical Education from the University of Massachusetts at Amherst and an M.Ed. in Industrial Psychology from Springfield College. His experience includes serving as Program Developer and as Student Work-Study Coordinator at the University of Massachusetts at Amherst; and as Director of Veterans' Affairs at Springfield Technical Community College.

User Services Specialist (City of Boston)

Ann Miles has A.B. from Emmanuel College, ans M.Ed. in Counseling, and she is a Doctoral Candidate at Boston College. Her background includes service with the Boston Public Schools and with the American Institutes for Research

User Services Specialist (Southeastern Region)

Richard M. Aherne holds a B. S. from the University of Massachusetts and an M. S. from Boston College. His background includes marketing and business development.

Temporary Staff

Joseph McGinley

Third year economics major at Amherst College was hired to assist in the Information Development Area.

Linda S. Ananian

A senior at the University of Massachusetts, Amherst, worked in the Information Development section on updates to the occupational and school information data bases.

Steven B. Pitschke

A student at Dartmouth College's Thayer School of Engineering, worked in the Information Development section on updates to the data base and on additional programs for the System.

D. MOIS Facilities

The MOIS System headquarters are located at 60 William Street, Wellesley Hills, Massachusetts, 02181.

The Computer Centers are located as follows:

1. Charles F. Hurley Building
   Bowdoin Square
   Boston, Massachusetts

2. 42 Lake Avenue
   Worcester, Massachusetts 01604

3. 348 North Pearl Street
   Brockton, Massachusetts 02401

The Worcester and Brockton locations also serve as Regional Offices; furthermore a Western Massachusetts Regional Office is located in Amherst, Massachusetts.

E. In-services - - Internal

The MOIS staff received in-service training through internal mechanisms reflecting a variety of topics. The following is the in-service training schedule for the year:

4/5&6/77	Dr. Bruce McKinlay	Two day seminar under NOIS/ TAT on Information Development.
6/6&7/77	John Clyde	Seminars on User Services

14.

7/6/77	Dr. Ray Aherne	Economics Lecture
7/12/77	Dr. Ray Aherne	Economics Lecture
7/26/77	Bureau of Labor Statistion/Division of Employment Security	Four-hour Workshop on methods of computing supply and demand
8/30/77	Dr. Jan Dyroff	BEOG Program Usage
10/17/77	Dr. Jan Dyroff	User Services seminar on Financial Aid: BEOG/FAF
11/8/77	Kate Fleisher	"CETA Funding -- Origins and Applications."

F. <u>In-service -- External</u>

Throughtout the year, DCIS sponsored a number of workshops which were attended by MOIS personnel. These included:

3/16-17/77	Conference on Impact Evaluation.
3/22-28/77	Conference on User Services

Other activities included:

Summer 1977	Information Developers attend series of workshops on solar energy at Massachusetts Institute of Technology; the Cambridge School (Weston); and Consumer Affairs Office (Boston)
10/15-16/77	Information Developers attend Solar Workshop at Regis College

11/3/77	Information Developers attend Governor's Conference on Employment and Training

Further presentations were made as follows:

3/5-9/77	Dr. Thomas A. Welch, "How Use of a Computerized Career/Guidance Information System Benefits Occupational Maturity," American Personnel and Guidance Association, Dallas, Texas.
9/19-21/77	Dr. Thomas A. Welch, "An Occupational Information System for Program Planning," Statewide Conference for Research, Planning and Policy in Employment and Training sponsored by the Executive Department, State of Maine, Boothbay Harbor, Maine.

Other activities included participation by Dr. Jan Dyroff in the State Task Force for Career Education, which met at various times and locations throughout the year.

Section II

Information Development

II. Information Development

A. Emphasis during 1976-1977 Project Year

The MOIS System contains information on a wide range of occupational and educational training programs as well as data on sources of financial aid. These files are configured as follows

1. Occupational Files:
   - - Occupational Descriptions (DESC)
   - - Occupational Bibliography (BIB)
   - - Occupational Preparation (PREP)
2. Program File (PROG):
   - - Baccalaureate and Graduate
   - - Associate and Technology
   - - Certificate, Diploma and License
   - - Apprenticeship
   - - Adult Evening Learning
   - - CETA Training
3. School File (SCH):
   - - Colleges, Universities and Institutes
   - - Specialized Schools
   - - Adult Evening Learning Centers
   - - CETA Training Centers
4. Financial Aid File (FIN):
   - - Federal Student Aid Programs
   - - National Aid Sources
   - - State and Regional Aid Sources
   - - Local Aid Sources

In addition to the responsibility for identifying and analyzing occupations for MOIS, the Information Development section works with other sections responsible

for the identification and organization of training information and the listing of financial aid and career resources for users of the System, The responsibility for the development of information for the System often extends to providing input to User Services Staff on ways to improve delivery of information to users of the System.

B. Occupational Information

The second year of MOIS began with 249 occupations representing more than 90 percent of the work force in the Commonwealth of Massachusetts. Attention was given to developing new occupations as appropriate in light of the following criteria:

1. The occupations were in emerging or expanding industries;
2. The occupations were unique but significant to a given SMSA;
3. The occupations satisfied specific institutional request for development.

New occupational development resulted in the growth of the MOIS occupational file from 249 to 262 entries, with additions as follows:

1.	Solar Engineer	(OCC 2386)
2.	Solar Energy Assembler	(OCC 3186)
3.	Solar Component Installer	(OCC 4290)
4.	Actuary	(OCC 1612)
5.	Underwriter	(OCC 1660)
6.	Insurance Clerk	(OCC 1620)
7.	Safety Engineer	(OCC 2385)

8.	Aircraft Assembler	(OCC 3185)
9.	Aircraft Sub-assembler	(OCC 3187)
10.	Traffic Manager	(OCC 1166)
11.	Textile Worker	(OCC 4420)
12.	Pharmacologist	(OCC 8118)
13.	Dental Hygienist	(OCC 8139)

In general, MOIS Occupational information activities for the second year were directed to the improvement of the quality and scope of sub-topic coverage for each occupational brief, including such items as distribution of workers by geography, distribution of workers by sex, opportunities for certain groups, fringe benefits, costs of employment to be borne by workers, relevance of work experience, hiring channels, work environment, career ladders and training as relevant to career entry.

Furthermore, a campaign was undertaken to implement, in terms of geographic specificity, localized area information for Massachusetts SMSA's as relative to working conditions, types of employers, special needs training, experience requirements, hiring channels, wages, outlook, current employment, fringe benefits, etc. The Massachusetts SMSA's affected by this occupational information development effort include Boston, Springfield, Worcester, Lawrence/Haverhill, Lowell, Brockton, New Bedford, Fitchburg/Leominster and Fall River.

C. Occupational Information on Emerging Industries

As noted above, MOIS sees as one of its functions, the necessity to keep abreast of new or emerging industries in Massachusetts,

and to assess the impact of and the opportunities afforded by the emerging industry. To this end, the Information Development section investigated the solar energy industry in Massachusetts. The on-line results of this study include:

1. Three new occupations: solar engineer, solar energy assembler, and solar component installer;
2. Four new baccalaureate/graduate programs: solar design, solar energy, solar engineering, solar heating and cooling;
3. Two new associate/technology programs: solar energy, and solar heat and power;
4. Two new certificate/diploma/license programs: solar energy, and solar heating and maintenance.
5. Additional entries in the School File to provide data on institutions with solar-related studies.

In addition to the on-line features resultant from research in the field of solar energy, MOIS compiled the results of the investigation into the publication Occupational Impact of Solar Energy: An Emerging Industry in Massachusetts.

D. Program File

The Program File is the means whereby users identify avenues of training. Expansions and adjustments were made to extant sections of the file as reflective of opportunities in the Commonwealth and the New England region.

The area of greatest change was in the non-degree section of the Program File, with the development of a new category of listings: Adult Evening Learning Programs. The inclusion of these items reflects the situation that it is possible for persons to obtain training, re-

training, or up-grading through part-time evening study, and that such studies can impact on entry into the job market or progress on the career ladder.

By file section and quantity, the Program File is composed as follows:

Type	Quantity
Baccalaureate/Graduate	301
Associate/Technology	172
Certificate/Diploma/License	131
Apprenticeship	126
Adult Evening Learning	57
CETA Training	135
Total	922

E. School File

The MOIS School File contains comprehensive and descriptive information on all two-and four year degree-granting institutions; selected degree-granting institutions on a nationwide basis; and specialized schools in Massachusetts. Fifty-five categories of information are available on a standardized, selective or inclusive basis. (See Appendix II-A for a listing and explanation of MOIS School Topic Codes).

As the result of requests from user institutions forwarded to the MOIS staff through the User Group Council, certain additions to the School File were made. These include Veterinary and Chiropractic schools nationwide, selected schools with predominantly Black student populations, and the Federal Military Academies.

By file section and quantity, the School File is comprised as follows:

Type	Quantity
Colleges/Universities/Institutions	
Massachusetts	120
Connecticut	52
Maine	28
New Hampshire	27
Rhode Island	14
Vermont	22
Black Student Populations	21
Veterinary Schools	18
Chiropractic Schools	14
Law Schools in New England	12
Federal Military Academies	5
Specialized Schools	
Massachusetts	220
Connecticut	48
Adult Evening Learning Center	12
CETA Training Centers	25
TOTAL	638

F. Financial Aid File

In the first quarter of 1977, the MOIS Financial Aid File was brought up on the System. There are two parts to the Financial Aid File -- an accessing strategy and the data file itself.

MOIS has developed a twenty-two question self-assessment instru-

ment, called FINSEARCH*, which allows users to build personal profiles which the computer matches against stated requirements for scholarships, grants, loans, etc. for the purpose of preparing a list of potential aid sources to explore.

The Financial Aid Information File identifies aid sources by code number, going for each the name, the fund source, contact person (if any) amount and number(s) of the award, the requirements, the deadline date, and the address for applications.

By file section and quantity, the Financial Aid File is comprised as follows:

Type	
Federal Student Aid Program	35
National Aid Source	349
Massachusetts State/Regional	105
Massachusetts Local	98
Connecticut State/Regional	79
Connecticut Local	96
Total	762

*FINSEARCH (c) 1977, Massachusetts Occupational Information System

G. Information Validation and Update

Needless to say, a constant concern of those engaged in information development at MOIS is to ensure the timliness and the accuracy of the data on the System.

To achieve validation, activities were performed as follows:

1. For Occupational Information, the data was checked by the Review Board Members for the occupation involved;

2. For Program Information, program listings were reviewed by officers at institutions giving the course in question;
3. For School File Information, printouts of each school were sent to the appropriate officers at each institution for review;
4. Financial Aid Information, printouts of each aid listing was sent to the fund source for review.

Apart from the Review Cycle, updates are made on an ad hoc basis as new information is received by MOIS.

Section III

Delivery Systems

III. Delivery Systems

A. Delivery Mode for MOIS

Building on the experience of the first year of operation, MOIS has continued to supply users with occupational, educational and financial aid information in such a manner that users receive and retain a printout of their interactive experience with the computer.

This information may serve as a point of reference in career planning or as a focus of discussion in a counselling session. MOIS makes information available on both a direct access and a structured search basis

B. Computers

MOIS has established three computer centers, in Boston, Worcester and Brockton (see Appendix III-A for List of Computer Centers). In each of these Centers, MOIS has placed a PDP 11/34. The MOIS system is written in MUMPS on these computers.

MOIS reached the decision to establish its own computer network on the basis of several considerations:

- - To allow users to have maximum use time from access to the computer on dedicated lines and ports ;
- - To permit the MOIS staff to perform updates on an immediate basis .

- - To give MOIS technical control over the software which governs user interaction with the System;
- - To obtain a flexibility in the development of new System features.

The establishment of the MOIS Computer Network began in the first quarter of 1977. While the MOIS Network was under development, users had access to the System through the Massachusetts State College Computer Network (MSCCN). The first MOIS computer was installed in Boston, the second in Worcester, and the third in Brockton.

C. Communications

Users are linked to the MOIS computer via lines leased from the telephone company, with the majority of the user sites employing dedicated telecommunications lines and ports at the computer end. A few users prefer the dial-up access methodology.

To facilitate statewide use of the MOIS computer network, it has been necessary to install multiplexers at a variety of locations throughout the Commonwealth. Use of multiplexers has proven to be an efficient and cost-effective method of extending the capabilities of the MOIS Network. (See Appendix III-B for List of the Multiplexer Locations).

D. Terminals

On the basis of the experience of the first operational year, the User Services section urged that users employ a high-speed (30 characters per second) terminal rather

a low-speed (10 characters per second) terminal.

It is the policy of MOIS User Services to allow users to select their own type of terminal, and this freedom has led to a discernable variation in types of terminals employed. As a rule, users prefer a KSR-33 for low-speed operation, and a DEC writer for high speed. The MOIS staff employs Texas Instrument Silent 700 series for portable operations.

Section IV

User Services

IV. User Services

A. Objectives

The following objectives have been delineated for purpose of accomplishing the marketing strategy of the MOIS project:

1. To encompass as types of users presently being served or in the process of becoming so; Community Colleges, CETA Training Programs; High Schools; Community Action Groups; Offices of the Division of Employment Security; and Regional Vocational Technical Schools;

2. To demonstrate and offer services for use in eight (8) SMSA's, including Boston, Lowell, Lawrence, Haverhill, Brockton, Fall River, New Bedford, Worcester and Springfield.

3. To develop and maintain support programs utilizing mailings, regional conferences and trade shows, direct contacts, user training and user groups.

B. Product

In continuing the growth of MOIS, User Services staff have been invaluable in insuring the input of a user's point of view into those materials developed for use with the System.

During the past year a number of materials were available to MOIS users. These included a Draft User Guide

(in the first half of the year) and a loose-leaf version of the User Guide (in the second half of the year); a Draft Counselor's Reference Manual (for use in first half of year and incorporated into the loose-leaf version of the Guide in the second half of the year), and various other materials to aid in using the System.

C. Price

In the second quarter of 1976, a fee schedule for MOIS was determined and was continued throughout 1977, as follows:

MOIS Fee Schedule

$300 per month (not to exceed) per terminal of access. Includes: Unlimited computer and MOIS System use; a specified number of manuals and reference materials; and in-service training.

D. Delivery

User Services staff promoted the delivery capability of providing services with the MOIS System. This involved the promulgation of information gained through experience regarding the acquisition and testing of hardware for the end of making cost-conscious recommendations to users.

A second-generation brochure, descriptive of MOIS and System capabilities was developed.

E. Promotion and Marketing

User Services activities in the area of Promotion/Marketing

were directed towards:

1. Corporate Identity
2. Advertising
3. Newsletter
4. Participation in Trade Shows
5. Demonstrations
6. Presentation of Seminars
7. User Group Activities

of these activities, demonstrations continued to loom large in importance with regards to "spreading the word" about the System.

1. Corporate Identity

Throughout the year, usual and symbolic presence of the System was promoted through use of the corporate logo in conjunction with standardized and comprehensive phraseology in description of the System.

To enhance awareness of the presence of MOIS in user site high schools, the First Annual MOIS Poster Contest was held, in the first and second quarters, with prizes of Savings Bonds, for individual winners and one month of free System use for the First Prize school.

At presentation ceremonies on June 2, 1977, the winners of the contest, with the theme of: "What is MOIS? What does MOIS do? How can MOIS be used in my school?" were as follows:

First Prize:	Susan Vachon Methuen High School
Second Prize:	Vlada Chermonordik Madison Park High School

Third Prize: Michelle Derviss
Waltham High School

The experience of the poster contest was integrated into plans for Systemic Posters (under development in the fourth quarter of the year).

2. Advertising

MOIS advertising continued the main thrusts begun in the first year of operation: first, the placement of advertisements in trade and show publications; and second, direct mail of MOIS materials to selected segments of the target audience.

Advertisments were placed in such publications as The Counselors Notebook, The Common, and The Massachusetts Teacher.

3. Newsletter

MOIS continued the publication of Career Paths.

Publication dates for the newsletter were as follows:

Vol. I, No.3	February, 1977
Vol. I, No.4	May, 1977
Vol. I, No.5	June, 1977
Vol. 2, No.1	October, 1977
Vol. 2, No. 2	December, 1977

The newsletter is published five times during the calendar year.

4. Trade Shows

MOIS operated booths at the following:

May 10-11, 1977	Massachusetts School Counselors Association Show

October 26-29, 1977	Thirteenth Annual Joint Conference of the Massachusetts Association of School Committees and the Massachusetts Association of School Superintendents.
November 3, 1977	The Governor's Conference on Employment and Training:The Economic Dimension

5. Demonstrations and Visits

Services Staff members in demonstrating and promoting MOIS, also visits to institution in-service.

6. Presentation of Seminars

User Services initiated a series of regional seminars and workshops, such that each of the six Educational Regions in the Commonwealth will host a seminar on MOIS. The first two were as follows:

12/15/77	Central Region	West Boylston, Mass.
12/20/77	Southeastern Region	Lakeville, Mass.

7. User Group Activities

Following on a general meeting of MOIS users, held in Waltham, Mass. on April 12, 1977, an MOIS User Group Council was elected for the purposes of implementing the System and for serving as a line of communications for comments and requests from Users to MOIS staff.

Initial members of the User Group Council included:

Marylou Cashman	Natick High School

Carol Chapman	Minuteman Regional Vocational High School
Ray Civli	Arlington High School
Charles Coulter	Brockton High School
Lee Gaplinski	Chelsea High School
Gladys Gason	Harriet Tubman House
Leo Martin	Division of Employment Security
Robert Ross	Bunker Hill Community College

Ralph Gioiosa, Arlington High School, served as liaison with the MOIS Board of Directors, and Jan M. Dyroff served as the link with the MOIS staff.

Meetings of the User Group Council were held as follows:

6/15/77	MOIS, Wellesley Hills
10/26/77	Arlington High School

Increased activity of the User Group Council is planned for the future.

F. Publicity

Throughout the year, efforts were made to promote knowledge of the system in such a way as to produce the greatest impact upon the greatest number. Publicity involved activities in audio/visual as well as print media.

1. Audio/Visual Media

As result of a news conference by Governor Michael S. Dukakis, at Madison Park High School in Boston on 2/5/77, the following coverage resulted:

2/5/77	WBZ-TV	Boston	6 & 11 o'clock news
2/5/77	WCVB-TV	Boston	6 & 11 o'clock news
2/5/77	WNAC-TV	Boston	6 & 11 o'clock news

2/5/77	WGBH-TV	Boston	Extended coverage on 10 o'clock PBS news

Other activities included:

2/20/77	WRKO-AM	Boston	Bill Roach Show
8/25/77	WSMW-TV	Worcester	Evening News
8/26/77	WHYN-TV	Springfield	5:30 News

Combined, the television reports were able to cover an audience comprising a majority of the population of the state, with the Boston stations covering the eastern third of the state, the Worcester station the middle, and the Springfield station the western third.

2. Print media

Throughout the year there were a number and variety of stories in the Massachusetts print media relative to MOIS. These fell into at least three categories, as regards their origin: MOIS news releases, users news releases, and (most significantly) unsought-for stories generated by interest in the System. Press media coverage of MOIS was as follows:

Date	Publication	Coverage
1/28/77	Brockton Enterprise	Brockton, Mass.
Feb.1977	Massachusetts Teacher	Statewide
Feb.1977	Arlington Schools Today	Arlington, Mass.
Feb.1977	MAOED Newsletter	Statewide
2/14/77	Lawrence Eagle Tribune	Lawrence, Mass.
2/21/77	Lawrence Eagle Tribune	Lawrence, Mass.
2/21/77	Free Enterprise	Hudson, Mass.
2/23/77	Seekonk Star	Seekonk, Mass.
3/6/77	Worcester Sunday Telegram	Worcester, Mass.
4/6/77	Seekonk Star	Seekonk, Mass.

42.

Date	Publication	Coverage
4/9/77	Sentinel & Enterprise	Fitchburg & Leominster, Mass.
4/14/77	Townsman	Wellesley, Mass.
4/14/77	Holyoke Daily Transcript & Telegram	Holyoke, Mass.
4/21/77	The Massanger	Brockton, Mass.
May, 1977	GBPGA News	Boston, Mass.
6/8/77	Daily Evening Item	Lynn, Mass.
6/10/77	Herald News	Fall River, Mass.
6/30/77	Methuen News	Methuen, Mass.
Aug.,1977	Labor Market Information, Worcester	Statewide
8/24/77	Morning Union	Springfield, Mass.
8/28/77	South Middlesex News	Framingham-Worcester Area
8/28/77	Sunday Sun	Lowell, Mass.
8/5/77	Evening Gazette	Worcester, Mass.
Oct., 1977	Danvers Town Report	Danvers, Mass.
Oct., 1977	The Commonwealth	Statewide
Oct., 1977	GBPGA News	Boston, Mass.
Oct., 1977	Perspectives	Statewide
Oct., 1977	Counselor's Notebook	Statewide
10/2/77	Boston Globe	Boston, Mass.
10/14/77	Springfield Daily News	Springfield, Mass.
10/19/77	Montachusett Review	Montachusett, Mass.
10/21/77	Ipswich Today	Ipswich, Mass.
10/23/77	Sunday Sun	Lowell, Mass.
10/26/77	Auburn News	Auburn, Mass.
Nov., 1977	Potpourri	Brockton, Mass.
Nov., 1977	Counselor's Notebook	Statewide
11/8/77	Salem Evening News	Salem, Mass.
11/10/77	Allston-Brighton Citizen Item	Boston, Mass.
11/16/77	Boston Evening Globe	Boston, Mass.

Date	Publication	Coverage
11/16/77	Wareham Courier	Wareham, Mass.
11/30/77	Sun Chronicle	Attleboro, Mass.
12/1/77	Randolph Herald	Randolph, Mass.
12/1/77	Mansfield News	Mansfield, Mass.
12/2/77	Taunton Daily Gazette	Taunton, Mass.
12/4/77	South Middlesex Sunday News	Framingham, Mass.
12/5/77	Patriot Ledger	Quincy, Mass.
12/7/77	Moneysaver	Randloph, Mass.
12/8/77	Lexington Minuteman	Lexington, Mass.
12/8/77	Foxboro Reporter	Foxboro, Mass.
12/15/77	South Shore Chronicle	Hull, Mass.
12/22/77	Chronicle	North Dartmouth, Mass.
12/28/77	Evening Gazette	Worcester, Mass.
12/29/77	Plymouth County Journal	Hanover, Mass.

The general effect of the dessemination of information regarding MOIS through radio, television and print journalism has been to increase the visibility of MOIS to the general public, making them more aware of the System's functions and purposes.

G. Summary

The expansion of the MOIS market areas shows significant progress towards statewide penetration by MOIS. To date, user sites for MOIS have been established in the major SMSA's of the Commonwealth.

This movement towards statewide penetration has been aided greatly by the establishment of the MOIS computer network, with Computer Centers in Boston, Worcester and Brockton, and with multiplexes at a variety of strategic locations.

During this marketing year, the work-ranging approaches of the MOIS User Services promotional campaign was successful in continuing penetration of MOIS into markets delineated as target audience.

Section V

Evaluation

V. Evaluation

A. Introduction

Evaluation activities for MOIS during the past year have focused on such major efforts as participating in the DCIS impact evaluation program, implementing an MOIS initiated evaluation relative to use of the System in Adult Learning Centers, and establishing feedback reports from the Evaluation section to the Information Development and User Services sections.

Many of the MOIS evaluation activities for the past year have been directed towards the implementation of the impact evaluation design specified by the DCIS staff. Specifically, MOIS has received and responded to all directives and procedural details as prescribed by DCIS. These initiatives included the development and administration of pre- and post-survey evaluation instruments, input into the DCIS evaluation conferences and communication and cooperation with the Wisconsin Survey Research Laboratory (WSRL) for data processing and analysis of the survey information.

Report on Impact Evaluation Observations

During the latter part of the first year of operations, MOIS undertook an Impact Evaluation to obtain an overview of the effect of exposure to the System; including such criteria as general knowledge of occupation, awareness of personally relevant occupations; knowledge of occupational information sources, including people and institutions in the community which can help with occupational exploration and employment placement; ability to seek out occupational information on one's own; and discussion of vocational plans with peers, parents, counselors, teachers, etc.

The Impact Evaluation data was obtained through the administration of a Pre-Survey in late fall/early winter of 1976 and a Post-Survey in the spring of 1977. These instruments were developed by MOIS with technical assistance from DCIS , Gerard C. Smith, Director and the data obtained from the survey was tabulated by the Wisconsin Survey Research Laboratory of the University of Wisconsin at Madison, under the auspices of Dr. Charles Palit and Ms. Diana Durant.

The instruments were administered at various times at the following user institutions -- Madison Park High School, Boston, Mass.; Foxboro High School, Foxboro, Mass.; Watertown High School, Watertown, Mass.; and at the following non-user institutions -- Seekonk High School, Seekonk, Mass.; and Wayland High School, Wayland,Mass. Use of the System by students in user institutions was monitored by personnel at the schools; to aid in this effort MOIS prepared and distributed a User Roster.

Subjects to participate in the Survey were chosen at random from students in the graduating year. This process was done in cooperation with the counseling staff at each of the schools.

Overall for user and non-user institutions, there was a fairly even split by sex with a breakdown by ethnic identity roughly proportional to that of the respective communities at large (See Table A -- "Demographic Profiles of Users Sampled") MOIS was able to relate the Pre- and Post- Surveys through the use of NOIS standardized respondent identification codes. (As per attachment 4 of Gerard C. Smith's memorandum of 10/7/76, entitled "Impact Evaluation -- Final Version of Research Procedures".) See Table A for "Demographic Peoples of Users Sampled" and Table B for "Use of the System.

From user responses Post-Survey versus Pre-Survey, a number of trends clearly emerge. First is that among users, the acceptance and involvement with the System has been overwhelmingly positive. Second that use of the System has had a beneficial effect on students through fostering a decrease in uncertainty regarding occupational information about careers relevant to users. Third that proportional decrease in uncertainity is greater among students in user institutions than in non-user institutions. See Table C for Patterns of Percentages of Change in Occupational Awareness."

One significant difference between the Pre- and the Post-Survey is that with the administration of the latter instrument a range of 30 to 40% of the students participating became more discriminatory regarding answering questions. The result of this discrimination was an increase in non-answers per question with a corresponding rise to percentages in the "not ascertained/no response" category.

Over 90 percent of the students queried during the pre-survey, in both user and non-user institutions, had some general occupational awareness -- as it related to their own occupational preference -- which seemed to remain constant throughout the survey. Regarding certainty of interest in occupation of choice,

from pre- to post- test students in user institutions showed a decline of a few percentage points in uncertainty, while those in non-user schools reported at 31% increase in uncertainty. This illustration is indicative of a trend in decrease in uncertainty by students in user institutions -- this decrease held as well for uncertainity related to occupational knowledge of educational or licensing requirements, starting salaries, outlook, current employment, seasonality and hazards, and requirements in general learning ability, manual dexterity and mathematical ability.

In general, there seems to be a consistent similarity between users and non-users in such impact areas as knowledge of non-computerized information sources, ability to seek out information counselors, etc. But one contrast between users and non-users is that users tend to show a slightly more positive edge in all these categories than do non-users.

Table A

Demographic Profiles of Users Sampled

(Participants in the MOIS Impact Evaluation Pre- and Post-Surveys were drawn from the student populations of corresponding local educational agencies representing inner-city, metropolitan urban and suburban areas. The survey groups were chosen at random from classes of students in their last year of secondary school studies.)

	User Institutions	Non-Users Institutions
I. Profile by Sex		
Male	41.0	56.1
Female	59.0	43.9
II. Profile by Ethnic Identity		
American Indian/Native Americans	1.7	0.9
Black/Afro-American	13.8	0.9
Hespanic/Latin American	1.4	0.0
Oriental/Asian American	0.7	0.0
White/Caucasian	79.7	96.7
Other	0.3	0.0
Not Ascertained	2.4	1.4

Table B

Use of the MOIS System

The information herein consists of figures in percentages of rates of usage of the System, patterns of use of the System, and reactions to use of the System.

The figures represent responses by System users in both user and non-user institutions. It should be pointed out that, because of the availability of the MOIS System at a variety of locations throughout the Commonwealth, it has been possible for student at non-user institutions to have access to the System. It should also be noted that the user group analyzed represent subsets of the total populations at user and non-user institutions.

In the following tables; the figures represent percentages of user response per item per question; user institution figures are in the left column, and non-user figures in the right.

I. Rates of Usage of the MOIS System

A. Number of times MOIS System used during school year:

	User	Non-User
Once	52.2	67.0
Twice	19.8	16.5
More than twice	28.0	16.5

B. Number of hours spent in use of MOIS System:

Less than one hour	50.0	50.0
More than one hour	50.0	50.0

II. Patterns of File Structure Usage

A. Usage of self-assessment questionnaire to obtain list of occupations meeting personal choice:

Yes	61.4	67.0
No	19.3	16.5
Don't Remember	19.3	16.5

B. Usage of Occupational Description File:

Yes	51.8	50.0
No	21.1	33.0
Don't Remember	27.1	17.0

C. Usage of Bibliography File:

Yes	17.3	0.0
No	55.7	83.5
Don't Remember	27.0	16.5

D. Usage of Preparation File:

Yes	42.2	0.0
No	30.7	83.5
Don't Remember	27.1	16.5

E. Usage of Program File:

Yes	32.6	33.0
No	40.3	50.0
Don't Remember	27.1	17.0

F. Usage of School Topic Information File:		
Yes	42.2	33.0
No	30.7	50.0
Don't Remember	27.1	17.0
G. Usage of Financial Aid Information File:		
Yes	13.4	0.0
No	59.5	83.0
Don't Remember	27.1	17.0

III. Reactions to Use of the MOIS System

A. Response to the utility of the information:		
Useful	88.0	66.6
Not useful	12.0	33.4
B. Response to the accessibility of terminals, etc:		
Convient	94.0	100.0
Not convenient	6.0	0.0
C. Response to clarity of instructions for use of System:		
Clear	96.0	83.0
Not clear	4.0	17.0

D. Response to ease of use of System without help:

Easy to use	66.0	83.0
Not easy to use	34.0	17.0

E. Response to ease of understanding of occupational information

Understandable	78.0	100.0
Not understandable	6.0	0.0
Undecided	16.0	0.0

F. Response to ability of MOIS information to answer questions about occupations:

Yes	62.0	50.0
No	14.0	0.0
Undecided	24.0	50.0

G. Response to whether use of MOIS caused change in first occupational choice:

Yes	34.0	17.0
No	60.0	50.0
Undecided	6.0	33.0

H. Response to whether or not use of MOIS introduced user to new offupations:

Yes	66.0	50.0
No	30.0	50.0
Undecided	4.0	0.0

IV. Effect of Use of MOIS on first occupational choice

A. Whether or not use of MOIS had effected change:

Yes	18.6	4.0
No	30.1	40.0
Undecided	4.4	24.0
No response	46.9	32.0

Table C

Patterns of Percentages of Change in Occupational Awareness

I. General occupational knowledge gained through experience.

A. Through paid job lasting one month or longer (prior to 1976-77 school year for Pre-Survey, and during 1976-77 school year for Post-Survey):

	User Institutions		Non-User Institutions	
	Pre	Post	Pre	Post
Yes	93.1	56.6	91.0	68.0
No	6.9	53.4	9.0	32.0

B. Through unpaid or volunteer job:

Yes	36.2	21.2	34.9	16.0
No	63.8	78.8	65.1	84.0

II. Awareness of personally relevant occupations and their pertinent aspects.

A. Certainty of interest in occupation of choice:

Very certain	38.3	30.1	42.9	24.0
Certain	40.0	26.5	31.1	16.0
Uncertain	17.6	15.9	19.3	44.0
Very uncertain	2.1	1.8	1.9	8.0
Not ascertained	2.1	25.7	4.7	8.0

B. Certainty of educational requirements for occupation of choice:

Certain	83.4	58.4	77.9	84.0
Uncertain	13.8	13.3	17.9	12.0
Not ascertained	2.8	28.3	4.2	4.0

	User Institutions		Non-User Institutions	
	Pre	Post	Pre	Post
C. Certainty of license requirements for occupation of choice:				
Certain	65.8	44.2	54.7	52.0
Uncertain	31.7	28.3	41.5	36.0
Not ascertained	2.4	27.4	3.8	12.0
D. Certainty regarding starting salary of occupation of choice:				
Certain	45.9	31.8	39.1	16.0
Uncertain	49.0	38.1	53.8	68.0
Not ascertained	5.9	30.1	7.1	16.0
E. Certainty regarding employment situation of occupation of choice:				
Certain	48.6	41.6	55.7	32.0
Uncertain	46.6	28.3	48.6	52.0
Not ascertained	4.8	30.1	5.7	16.0
F. Certainty regarding outlook for occupation of choice:				
Certain	49.3	45.1	43.2	20.0
Uncertain	46.6	25.7	51.4	64.0
Not ascertained	4.1	29.2	5.2	16.0
G. Certainty regarding seasonal employment in occupation of choice:				
Certain	74.5	54.0	80.2	68.0
Uncertain	20.7	15.0	14.6	16.0
Not ascertained	4.8	31.0	5.2	16.0

	User Institutions		Non-User Institutions	
	Pre	Post	Pre	Post
H. Certainty regarding hazards and occupation of choice:				
Certain	80.3	54.0	85.8	72.0
Uncertain	14.5	15.0	8.5	12.0
Not ascertained	5.2	31.0	5.7	16.0
I. Certainty regarding learning ability required for occupation of choice:				
Certain	87.9	58.4	84.9	72.0
Uncertain	7.6	12.4	8.5	12.0
Not ascertained	4.5	29.2	6.6	16.0
J. Certainty regarding nanual dexterity required for occupation of choice:				
Certain	86.2	57.5	85.4	68.0
Uncertain	8.6	10.6	7.1	16.0
Not ascertained	5.2	31.9	7.5	16.0
K. Certainty regarding mathematical ability required for occupation of choice:				
Certain	74.5	51.2	81.1	64.0
Uncertain	19.7	18.6	12.3	20.0
Not ascertained	5.8	30.1	6.6	16.0
III. Knowledge and use of occupational information sources.				
A. Knowledge and use of books or pamphlets:				
Yes	77.2	53.1	67.5	68.0
No	17.2	27.4	26.4	20.0
Don't Remember	1.4	3.5	5.6	4.0
Not ascertained	4.1	15.9	0.5	8.0

	User Institutions		Non-User Institutions	
	Pre	Post	Pre	Post
B. Knowledge and use of filmstrips, casettes, microfiche, etc.				
Yes	17.2	7.1	20.3	4.0
No	76.9	71.7	75.0	80.0
Don't remember	1.7	5.3	4.2	8.0
Not ascertained	4.1	15.9	0.5	8.0
C. Knowledge and use of computers for occupational information:				
Yes	27.9	9.7	4.7	8.0
No	66.6	69.9	92.0	84.0
Don't remember	1.4	4.4	2.8	0.0
Not ascertained	4.1	15.9	0.5	8.0
D. Talking to people in career centers and public employment offices as a source of information:				
Yes	54.1	38.1	36.3	40.0
No	40.3	42.5	57.1	52.0
Don't remember	1.4	3.5	6.1	0.0
Not ascertained	4.1	15.9	0.5	8.0
E. Number of times MOIS used as information source over year:				
None	--	46.0	--	76.0
Once	--	23.0	--	16.0
Twice	--	8.8	--	4.0
Thrice	--	4.4	--	4.0
Four or more	--	17.8	--	0.0

	User Institutions		Non-User Institutions	
	Pre	Post	Pre	Post
IV. Time spent by subjects in seeking information on their own:				
Less than 1 hour	25.5	12.4	32.5	12.0
1 - 1.9 hours	0.0	15.0	0.9	0.0
2 - 9.9 hours	31.2	11.6	28.8	32.0
10 - 19.9 hours	5.4	5.3	9.4	4.0
More than 1 hour	14.8	2.7	13.7	12.0
More/20 hours	14.1	1.8	7.4	8.0
Not ascertained	7.9	54.1	7.1	48.0
V. Accessibility of Information Sources in general				
A. Whether or not the understanding of information is easy:				
Yes	64.5	45.1	65.6	64.0
No	8.3	0.9	11.8	0.0
Undecided	17.9	8.0	12.7	4.0
Not ascertained	9.3	46.0	9.9	32.0
B. Whether or not information answered questions regarding occupations:				
Yes	53.4	35.4	48.1	48.0
No	14.8	3.5	16.0	8.0
Undecided	21.0	15.0	25.0	12.0
Not ascertained	10.7	46.0	10.9	32.0

	User Institutions		Non-User Institutions	
	Pre	Post	Pre	Post
C. Whether or not resources introduced new occupations:				
Yes/quite a few	21.7	17.7	17.5	20.0
Yes/ 1 or 2	44.8	23.9	41.0	44.0
No	21.7	9.7	24.5	4.0
Undecided	3.1	2.7	7.1	4.0
Not ascertained	8.6	46.0	9.9	28.0
D. Ability to locate information on own:				
Yes	59.0	36.3	56.6	40.0
Yes/difficulty	31.7	8.8	28.8	28.0
No	5.2	2.7	4.2	4.0
Undecided	3.4	3.5	6.6	0.0
Not ascertained	.7	48.7	3.8	28.0
VI. Sharing, discussing, etc. of information received with others:				
A. With friends:				
Yes	84.5	46.9	79.2	60.0
No	12.1	6.1	16.6	8.0
Not really	3.1	1.8	2.8	4.0
Not ascertained	0.3	45.2	1.4	28.0
B. With counselors:				
Yes	70.7	34.5	74.1	56.0
No	25.9	18.6	21.7	12.0
Not really	3.1	1.8	2.8	4.0
Not ascertained	0.3	45.2	1.4	28.0

	User Institutions		Non-User Institutions	
	Pre	Post	Pre	Post
C. With parents:				
Yes	89.0	48.7	89.6	64.0
No	7.6	4.4	6.1	0.0
Not really	3.1	1.7	2.8	4.0
Not ascertained	0.3	45.2	1.4	32.0
D. With teachers:				
Yes	43.1	27.4	39.2	48.0
No	53.4	25.7	56.6	20.0
Not rally	3.0	1.8	2.8	4.0
Not ascertained	0.3	45.2	1.4	28.0
E. With others:				
Yes	1.7	1.7	7.4	0.0
No	84.5	51.3	88.2	68.0
Not really	3.1	1.8	2.8	4.0
Not ascertained	0.3	45.2	1.4	28.0

C. Report on User Status in Selected Adult Learning Centers

As part of the Mois goal to serve a wide variety of users throughout the Commonwelath of Massachusetts, MOIS makes computerized career/guidance information available to adults through six Adult Learning Centers, located in Boston, Holyoke, Lowell, New Bedford, Pittsfield and Worcester. In order to effectively guide MOIS and improve System services to adult users, an evaluation survey involving Adult Learning Centers has been undertaken.

MOIS is engaged in the implementation stage of System development, so this activity in evaluation is not only appropriate, but is extremely helpful in providing System staff with data on the implementation of planned strategies and procedures.

This evaluation report reflects a portion of the on-going effort on the part of MOIS at compiling System utilization data. At the time of this study, adults -- ie., those who have terminated their formal educational training and were at that point of entering the job market, re-entering the job market, or continuing or re-commencing their education or training -- had access to the MOIS information files through a variety of terminal locations : through Adult Learning Centers under the auspices of the Division of Occupational Education of State Department of Education; through the Massachusetts Division of Employment Security; through C.E.T.A. offices in different parts of the State; through certain community colleges and public libraries; through sites of the Youth Activities Commission in the City of Boston, etc. Of all of the above, the Adult Learning Centers presented a finite and relatively homogenous and

comparable test population to serve as the basis of a survey.

The focus of the study is on the users and the staff involved with MOIS usage at each of the six Adult Learning Centers.A site staff survey instrument was developed to test the attitudes and perceptions of guidance professional and para-professionals at the Centers (See Appendix F "Evaluation Survey/Adult Learning Center.") Information regarding user knowledge of occupations as well as use of the System is also solicited by the Survey (See Appendix G -- MOIS User Survey Adult Learning Center - Form A).

METHODOLOGY

Instrumentation

A survey of Adult Learning Center user site coordinators was selected as the most appropriate method of obtaining an initial picture of the status of MOIS with adult users. Questions for the Survey (See Appendix V-A) were developed by the MOIS evaluation and user services staff and deal with their concerns and information sought in order to best maintain the System. Contents of the questionnaire cover subjects such as location, user population, hardware for delivery, various details regarding System usage, attitudes regarding the impact of the System, and user site demographics.

Another survey of Adult Learning Center users was developed as being an effective way of eliciting user self-reports regarding occupational awareness and usage of the System (See Appendix V-B). Contents of the second questionnaire include user personal and educational characteristics, occupational interest,

use of System (including MOIS files and reaction to the data therein).

Procedure

The MOIS User Services Specialist for each of the regions in which the Adult Learning Centers are situated as well as the MOIS Evaluation Specialist are involved in aspects connected with conducting the Survey. The user site staff survey was initially conducted in December 1977, with user surveys (Form A) commencing in December. Follow-up surveys will be made in the first and second quarter of 1978.

Results will be tabulated by the MOIS Evaluation Staff due to the relatively small number of respondents involved and the open-ended nature of some of the questions. Data obtained from System-use statistics maintained by the three MOIS Computer Centers were used to corroborate some of responses of the Adult Learning Center staffs and to provide a more precise picture of System use.

Section VI

Financial

VI. Financial

Basic budget information is presented in the Final Quarterly Financial Information Report, which follows:

This form consists of unofficial budget information since official data will be reported through the fiscal offices via the Financial Status Report.

OMB Approval No. 29-R0222

REPORT OF FEDERAL CASH TRANSACTIONS

2. Grantee Organization (Name and complete address, including ZIP code) MASSACHUSETTS OCCUPATIONAL INFORMATION SYSTEM, INC. 60 William Street Wellesley, MA. 02181	1. Federal Agency and Organizational Element to Which Report is Submitted DEPARTMENT OF LABOR EMPLOYMENT & TRAINING ADM.
	4. Federal Grant or Other Identifying No. 77-25-77-01
	5. Letter of Credit No. 16-01-0681
	6. Number of Payment Vouchers ---
3. Federal Employer Identification No. 04-2580574	7. Last Payment Voucher No. 40
	8. No. of Treasury Checks Received ---
	9. Report Period (Month, Day, Year) FROM 9 30 77 TO 12 31 77

11. STATUS OF FEDERAL CASH	
a. Cash on hand beginning of period	$ 1,078
b. Letter of credit withdrawals	$ 30,000
c. Treasury check payments	$ ---0---
d. Total receipts (Sum of Lines b and c)	$ 30,000
e. Total cash available (Sum of Lines a and d)	$ 31,078
f. Gross disbursements	$ 31,078
g. Federal share of program income	$ ---0---
h. Net disbursements (Line f minus Line g)	$ 31,078
i. Adjustments of prior periods	$ ---0---
j. Cash on hand end of period	$ ---0---

12. The amount in item 11j represents cash requirements for the ensuing 3 days.

13. OTHER INFORMATION	
a. Interest income	$ ---0---
b. Advances to subgrantees	$ ---0---

14. REMARKS (Attach additional sheets if necessary.

15. CERTIFICATION -- I certify that to the best of my knowledge and belief this report is true in all respects and that all disbursements have been made for the purposes and conditions of the grant.

Name	Title	TELEPHONE
Thomas A. Welch	President	Area Code 617 Number 237 Ext. 2942
Signature of Authorized Official: Thomas A. Welch		Date Report is Submitted: JANUARY 31, 1978

FOR AGENCY USE ONLY

QUARTERLY FINANCIAL INFORMATION REPORT

FOURTH QUARTER ENDING DECEMBER 31, 1977

MASSACHUSETTS BUDGET ITEMS	EXPENDITURES TO DATE	EXPENDITURES THIS QUARTER AND SOURCE OF FUNDS			
		FEDERAL	STATE	OTHER	TOTAL
Salaries and Wages:					
Managerial and Professional	$ 194,175	$ ---0---	$ 50,457	$ ---0---	$ 50,457
Clerical	12,440	---0---	2,870	---0---	2,870
Total	206,615	---0---	53,327	---0---	53,327
Fringe Benefits	19,561	6,239	---0---	---0---	6,239
Total Personnel Expense	$ 226,176	$ 6,239	$ 53,327	$ ---0---	$ 59,566
Travel:					
Local SMSA's(10)	$ 15,097	$ 1,903	$ 4,111	$ ---0---	$ 6,014
Conferences and Seminars	4,054	646	1,385	---0---	2,031
Total Travel Expense	$ 19,151	$ 2,549	$ 5,496	$ ---0---	$ 8,045
Equipment.(Office Furniture)	$ 820	$ 180	$ 113	$ ---0---	$ 293
(Delivery Expenditures)	45,997	---0---	---0---	20,481	20,481
Supplies:					
Advertising	$ 893	$ 107	$ ---0---	$ ---0---	$ 107
Insurance(other)	681	---0---	---0---	---0---	---0---
Miscellaneous	422	---0---	---0---	---0---	---0---
Office	4,780	1,029	---0---	---0---	1,029
Postage	934	248	---0---	---0---	248
Subscriptions	501	213	---0---	---0---	213
Total Supplies	$ 8,211	$ 1,597	$ ---0---	$ ---0---	$ 1,597
Contractual:					
Information Development	$ 6,850	$ ---0---	$ 12,777	$ ---0---	$ 12,777
Staff Training	900	---0---	---0---	---0---	---0---
Total Contractual	$ 7,750	$ ---0---	$ 12,777	$ ---0---	$ 12,777
Other:					
Office Space	$ 16,654	$ 6,346	$ 502	$ ---0---	$ 6,848
Telephone	23,000	---0---	21,217	---0---	21,217
Printing Materials	6,629	518	---0---	---0---	518
Legal	350	---0---	25	---0---	25
Total Other Expenses	$ 46,633	$ 6,864	$ 21,744	$ ---0---	$ 28,608
TOTAL EXPENDITURES	$ 354,738	$ 17,429	$ 93,457	20,481	131,367

FOURTH QUARTER - DECEMBER 31, 1977
FINANCIAL STATUS REPORT

OMB Approval No. 29-R0224

FINANCIAL STATUS REPORT

1. Federal Agency and Organizational Element: DOL-EMPLOYMENT & TRAINING ADM.

2. Federal Grant No. or Other Identifying No.: 77-25-77-01

3. Name and Address of Grantee Organization:
MASSACHUSETTS OCCUPATIONAL
INFORMATION SYSTEM, INC.
60 WILLIAM STREET
WELLESLEY, MA. 02181

4. Employer Identification No.: 04-2580574

5. Grantee Account No. or Identifying No.:

6. Final Report: ☐ Yes ☒ No

7. Basis of Report: ☒ Cash ☐ Accrued Expenditures

8. Project Period (Month, Day, Year): FROM 9 30 77 TO 12 31 77

9. Report Period (Month, Day, Year): FROM 9 30 77 TO 12 31 77

10. STATUS OF FUNDS

PROGRAMS — FUNCTIONS — ACTIVITIES

	(1) INFO. DEV.	(2) USER SERV.	(3) GEN. MGMT.	(4) EVALUAT.	(5) CONSORT.	(6) DELIVERY	TOTAL
a. Total outlays previously reported	88,448	104,074	76,058	40,161	---0---	---0---	308,741
b. Total program outlays this period	33,433	36,691	26,858	13,904	---0---	20,481	131,367
c. Less: Program income credits	30,553	29,867	21,374	11,663	---0---	20,481	113,938
d. Net program outlays this period	2,880	6,824	5,484	2,241	---0---	---0---	17,429
e. Total program outlays to date	91,328	110,898	81,542	42,402	---0---	---0---	326,170
f. Less: Non-Federal share of program outlays	---0---	---0---	---0---	---0---	---0---	---0---	---0---
g. Total Federal share of program outlays	91,328	110,898	81,542	42,402	---0---	---0---	326,170
h. Total unpaid obligations	---0---	---0---	---0---	---0---	---0---	---0---	---0---
i. Less: Non-Federal share of unpaid obligations	---0---	---0---	---0---	---0---	---0---	---0---	---0---
j. Federal share of unpaid obligations	---0---	---0---	---0---	---0---	---0---	---0---	---0---
k. Total Federal share of outlays and unpaid obligations	91,328	110,898	81,542	42,402	---0---	---0---	326,170
l. Total Federal funds authorized	91,328	110,898	81,542	42,402	---0---	---0---	326,170
m. Unobligated balance of Federal funds	---0---	---0---	---0---	---0---	---0---	---0---	---0---

11. Indirect Expense: a. Type of rate (Mark box)
☐ Provisional ☐ Final
☐ Predetermined ☐ Fixed

b. Rate | c. Base

d. Total amount | e. Federal share

12. REMARKS (Attach additional sheets if necessary)

13. CERTIFICATION — I certify that to the best of my knowledge and belief this report is correct and complete and that all outlays and unpaid obligations are for the purposes set forth in the grant award documents.

Name and Title: Thomas A. Welch, President

TELEPHONE (Area Code, Number, Ext.): 617 237 2942

Signature of Authorized Official: Thomas A. Welch

Date Report Is Submitted: JAN. 31, 1978

Financial Status Report

Section VII

Future Plans

VII. Future Plans

A. General

During calendar year 1978, MOIS will build from a base of 262 occupations, adding new entries as appropriate according to the following criteria:

1. For occupations which are classed as emerging or expanding;
2. Occupations unique or significant to an area;
3. To satisfy specific user or institutional requests.

MOIS will continue to refine and expand the data base so as to meet the needs of users or to take into account significant changes regarding occupational, education or financial aid information.

Members of the System Staff will continue to seek ways to integrate MOIS into the counseling function, investigating those means whereby the dialogue may be made more interactive or whereby counselors may become more sensitized to the particular needs of those whom they serve.

B. Delivery

MOIS will continue to expand it statewide coverage by the System, aiding to the communications network through the establishment of new multiplexers to facilitate cost-effective communications link between users and computers, and through the establishement of one or more additional computer centers to augment regionalization of the System.

C. User Services

MOIS will continue to explore marketing opportunities within the Commonwealth and contiguous economic/statistical areas. User Services furthermore, will continue to provide training to users and will hold seminars and workshops to assist in the implementation of MOIS as a computerized career exploration experience in the career guidance education function of user institutions.

D. Evaluation

Evaluation efforts will be made such as to conform to all requirements for grants, from DCIS and/or other sources, and will continue as needed to provide marketing or quality control support to the User Services and Information Development Sections.

Appendices

Appendix II - A

SCHOOL TOPIC CODES

Shown below is a list of MOIS School Topic Codes. Some need no explanation, others require a bit of explanation, which will be given. If you are interested in the information covered in a particular topic, enter the appropriate number (or range of numbers, when asked by the computer what it is you want to know about the school(s).

1. School Name & Address:

2. School Phone Number:

3. Admission Deadline: (Indicate the last day on which the school will accept applications for a given term.)

4. Admission Fee: (Indicates the sum needed either to accompany application or to reserve space at the institution.)

5. Admission Exam Requirements: (Indicates what type of exam is required by school- SAT, PSAT, DAT, etc.)

6. High School GPA: (Indicates if there is a minimum high school grade needed for admission -- 3.0 on a maximum of 4.0, for example.)

7. Test Score Category: (Where applicable, this keys to combined SAT/ACT score by the following code words:

OPEN	-No test required
LIBERAL	-SAT 600/ACT 16
TRADITIONAL	-SAT 900/ACT 20
SELECTIVE	-SAT 1100/ACT 24
HIGHLY COMPETITIVE	-SAT 1300/ACT 28
OTHER	-School has its own test)

8. Age Requirements:

9. Health Requirements: (Indicates if an examination is required, or if the institution has set physical standards for admission.)

10.	Previous Education Requirements:	(Indicates what previous training or products, as in the case of portfolios for art students, may be required.)
11.	Admission Director:	
12.	Admission Director Phone Number:	
13.	Campus Visit:	(Indicates availability of visiting the school, the hours the school is open to visit, also indicates if school requires an interview.)
14.	Visit Director:	
15.	Alternative Credit:	(Indicates whether school will accept experience, CLEP testing, etc. as credit for degree, diploma, etc.)
16.	Alternative Credit Advisor:	
17.	Advanced Placement:	(Indicates whether or not school will allow exceptional students to "skip" courses.)
18.	Head:	(Chief Administrative Officer of Instution, with title.)
19.	Year Founded:	
20.	Degree Level:	(Indicates at what level school will confer status: DOCTORAL, MASTER'S, BACHELOR'S, ASSOCIATE, DIPLOMA, CERTIFICATE, LICENSE.)
21.	Students:	(Men/Women/Coed)
22.	Undergraduate Enrollment:	(Indicates the number of students in two-and four year degree programs.)
23.	Graduate Enrollment:	(Indicates the number of post-baccalaureate / professional level students.)

24.	Other Enrollment:	(This category used for all enrollment at non-degree-granting institutions, and for non-credit students at degree-granting institutions.)
25.	Total Enrollment:	
26.	Freshman Class Size:	(May indicate total size of first year class; on additional lines may indicate average lecture and lab sizes.)
27.	Instate Tuition:	
28.	Outstate Tuition:	
29.	Accreditation:	(On first line indicates YES/NO. On same or following line (s) will indicate accrediting organizations by number code and name.)
30.	Average Added Expenses:	
31.	Financial Aid Availability:	(Will indicate with YES/NO if institution has financial aid funds available through institution solely for its own students -- i.e., academic, athletic scholarships, work/study, etc.)
32.	Financial Aid Deadline:	
33.	Financial Aid Officer:	
34.	Financial Aid Opportunity:	(Indicates types of aid referred to in Topic 31.)
35.	Financial Aid Criteria:	
36.	Financial Aid Statement:	(Indicates what type of statement school requires -- PFS, SFS, etc.)
37.	Work Study:	(Yes or No)

86.

38. ROTC Availability: (Yes or No)

39. ROTC Service Branches:

40. Continuing Education: (Indicates the availability of late afternoon, evening, or weekend courses.)

41. Continuing Education Admission Requirements:

42. Continuing Education Admission Officer:

43. Transfer Students: (Indicates with YES/NO if school will accept transfer students.)

44. Transfer Student Requirements: (Indicates admission requirements for acceptance of students as transfers.)

45. Number of Transfer Students Accepted Annually:

46. Housing Availability: (Yes or No)

47. Housing Type: (Men/Women/Coed/Off-campus/ Fraternities & Soroities, etc.)

48. Housing Costs: (Generally indicates fees charged by school for institutional room and board)

49. Campus Type: (Indicates type of city or town in which institution is located, by following codes:

LC - Large City
SC - Small City
SU - Suburban Location
ST - Small Town)

50. Calendar: (Indicates months of year during which institution operates.)

51. Hours of Instructions:

52.	Refund Policy:	(Indicates if school has a policy and, in general terms, what the policy is.)
53.	Placement:	(Indicates if school has a placement service.)
54.	Graduation Requirements:	(General indication of universal standards, set by the school for successful completion of course of study.)
55.	Number of Programs:	(Offered by school.)

NOTE: Remember that for each institution every School-Topic may not apply. When you request data, choose the topics carefully. If a topic does not fit a school, the computer will respond NOT APPLICABLE.

See below for an example of a brief comparison of two schools.

Appendix III - A & B

III - A Computer Centers

1. Boston (Hurley Building, Bowdoin Square)
2. Worcester (42 Lake Avenue)
3. Brockton (348 North Pearl Street)

III - B Multiplexer Locations

1. From Boston Computer:
   North Andover

2. From Worcester Computer:
   Fitchburg
   Springfield
   East Hartford

3. From Brockton Computer:
   Natick

Massachusetts Occupational Information System
Sixty William Street
Wellesley Hills, Massachusetts 02181

Appendix V - A

Evaluation Survey

Adult Learning Center

I. Organizational

Name & Location of Agency _____

Director: _____

Staff : _____

Terminal Location _____

If portable give specific of sites _____

Type of terminal _____

II. User Population

1. Length of installation _____

2. Average number of users per week_____/interval of use_____

3. Statistics on Sex of users Male _____ Female _____

4. Statistics on Users with English as Second language _____

II.

5. Statistics on Ethnic Backgrounds of Users

a. American Indian/Native American _____
b. Black/Afro-American _____
c. Spanish/Latin American _____
d. Oriental/Asian American _____
e. White or Caucasian _____
f. Other (Specify)_____

6. Average age of user

Under 20 _____
20 - 29 _____
30 - 39 _____
40 - 49 _____
50 - 59 _____
60 & Over _____

III. System Usage

1. Data on "repeat" users_____
_____
_____
_____

2. Use of system modules

a. To what extent is MOIS useful to those involved in mid-career changes?
_____
_____
_____

b. How does life experience fit in with use of MOIS?
_____
_____
_____

c. Does use of MOIS cause those in mid-career changes to consider"new directions"?
_____
_____
_____

d. Describe effect of use of education/training files
_____
_____
_____

e. Describe use of occupational information files.

f. Describe use of financial aid files.

3. User reactions to System modules (ease of use, etc.)

a. QUEST

b. DESC

c. BIB

d. PREP

e. PROG

f. SCHOOL SEARCH

g. SCH

h. FINSEARCH

i. FIN AID

j. BEOG _____

_____

_____

4. Remarks on additional aspects (ie. what, if anything, could be added)

_____

_____

_____

5. Characterization of users by agency staff

_____

_____

_____

IV. Implementation Reactions

1. What is the impact of MOIS on the counselling of adults, in general.

_____

_____

_____

2. What is the impact of MOIS on the counselling of people in mid-life entering/re-entering the job field?

_____

_____

_____

3. What is the impact of MOIS on the counselling of younger adults (recent graduates)?

_____

_____

_____

4. What is the impact of MOIS on the counselling of adults, 62-65 years of age or older?

_____

_____

_____

5. What is the impact of MOIS on the counselling of adults whose first language is other than English?

_____

_____

_____

V. User Site Demographics

1. Town/Region

_____
_____
_____

2. Business/Industrial Aspects

_____
_____
_____

3. Educational Opportunities

_____
_____
_____

Appendix V - B

MOIS User Survey

Adult Learning Center - Form A

Location _____ Date: _____

Directions: Please answer as many of these questions as you can. If you want to "skip" a question, write in "N/A" when a response is asked. Your cooperation is greatly appreciated.

A. Personal & Educational Characteristic

1. Your Sex _____ Male _____ Female

2. Your Ethnic Identity (Optional):

- American Indian
- Black
- Hispanic
- Asian American
- Caucasian
- Other (Specify)

3. Have you ever held a full-time job lasting longer than 1 month?

_____ Yes _____ No

If yes, how many years have you worked? _____

How many jobs have you had? _____

B. Occupational Characteristics

1. What occupation are you now interested in?

_____

2. How certain is your interest?

_____ Very Certain _____ Certain _____ Uncertain

3. Did use of MOIS affect your occupational interest?

_____ Yes _____ No _____ Don't Remember

4. Did use of MOIS introduce you to new occupations?

_____ Yes _____ No _____ Don't Remember

5. What were your previous occupational interests (if any)?

_____

_____

C. Use of the MOIS System

1. How many times have you used the MOIS System?

____Once _____ 2-5 times _____6 or more _____ Don't know

2. How may hours have you spent using MOIS/

___ Once ____ 2-5 times_____6 or more _____ Don't know

3. Which of the MOIS files did you use?

____ Quest
____ Occupational Description
____ Occupational Bibliography
____ Occupational Preparation
____ Programs of Training
____ School Search
_____ FINSEARCH
_____ School Information
_____ Financial Aid Information
_____ BEOG Work Sheet
_____ Don't Remember

4. Information received was

a. _____ Useful _____ NOT Useful
b. _____ Easy to read _____ Not easy to read
c. _____ Easy to understand _____ NOT easy to understand

Massachusetts Occupational Information System
Sixty William Street
Wellesley Hills, Massachusetts 02181